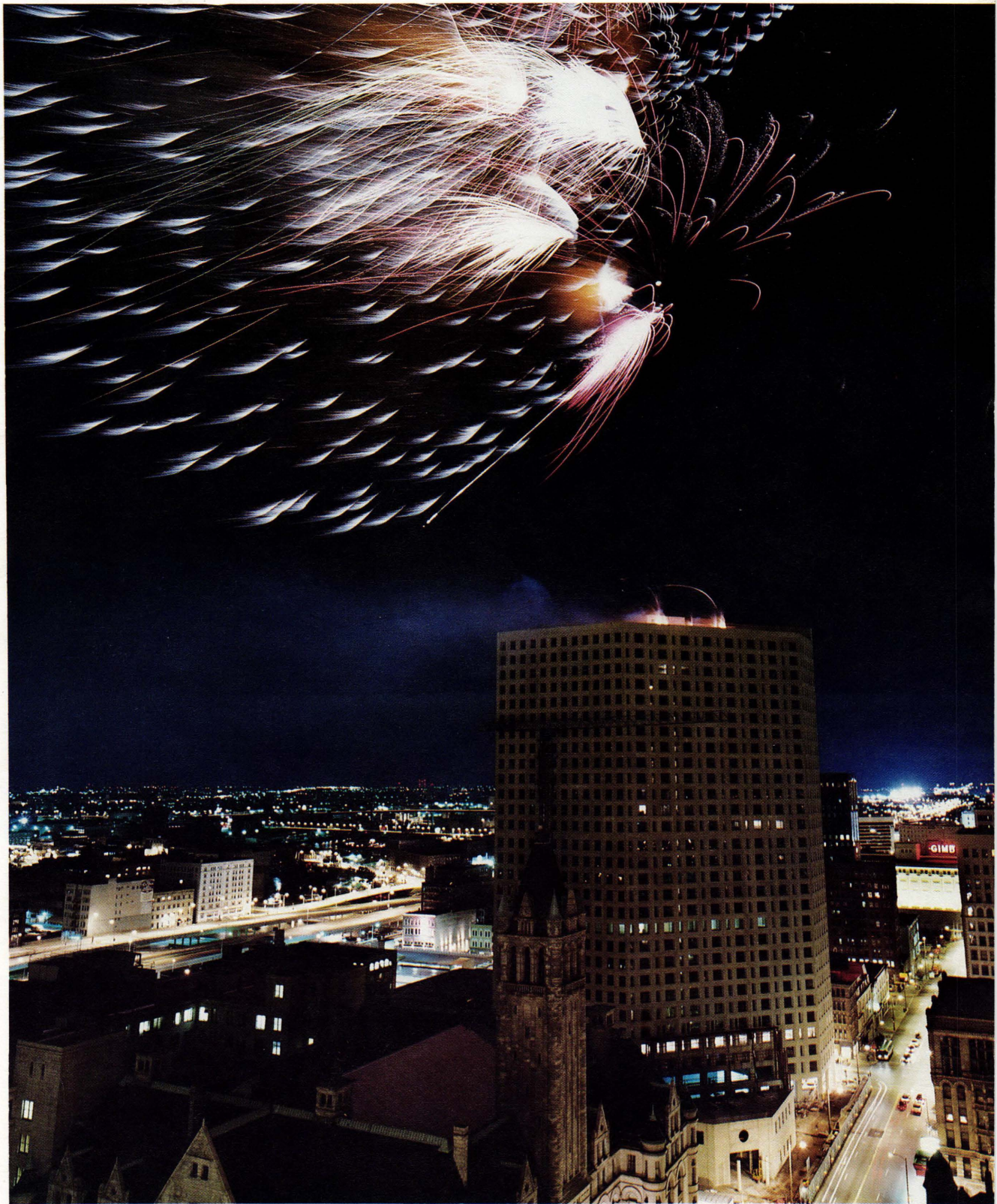


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JUNE 1985
POST CONVENTION/411 BUILDING/RESIDENTIAL

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Photo Credit:
Eric Oxendorf
411 Building
Milwaukee, Wisconsin

Editorial

Eat Your Heart Out . . . Weld Coxe
By Eric Englund, Executive Director, WSA

The gurus of architectural marketing continue to bombard the profession with their methods, insights, and words of wisdom. Their pronouncements and encouragements have caused an upwardly spiraling refinement of marketing efforts and techniques by architects throughout the world. At the top of that pinnacle is a little known Wisconsin architectural firm. They've managed to command a monopolistic hold on the back porch remodeling commissions in Tilden, Cadott, Hickory Corners, and a 25 square mile area north-east of Athelstane off of County Trunk A in Marinette County.

In a never ending search to expand their empire, this brash young firm has attempted to establish a toe hold in the Madison architectural community. Word of this aggression has filtered throughout the boardrooms of Madison architectural firms and a condition of war exists. A number of Madison firms have banded together and are using a variety of sophisticated contemporary marketing techniques including T-shirts, bumper stickers, airplanes pulling banners and phone banks in an effort to overcome this challenge to their combined market share.

But the beat goes on. The mean and lean marketing machine renowned for its work in back porch additions marches on Madison.

Risking life, limb, and job security, the crack investigative reporter for the WISCONSIN ARCHITECT undertook the Herculean effort of gain-

ing insight into the refined marketing techniques of this young, aggressive and successful organization. Sadly, this task has proven to be almost insurmountable. Their client list has never been reduced to writing, and is carried in the dark and stale recesses of their scheming minds. Their commissions are equally impossible to ascertain. Back porch additions are not visible from the street, do not require building permits, and do not attract public attention. Ex-employees were contacted, but when questioned only broke out into a cold sweat and meekly left the room.

Undaunted, the investigation into their activities continued. The letter shown at page 5 was found sitting next to a paper shredder in their office when your crack investigative reporter, posing as a substitute cleaning man, visited their office late one night.

The WSA Board of Directors will be convening a special meeting next week to discuss this matter and determine what legal and ethical actions can be taken to stop these activities. There is no simple answer. One can only hope that the refinements of this firm's marketing efforts will take them on to greener pastures outside of the state. ■



Mr. Donald G. Bowen
Senior Resident
Bowin Resident Expansion Program
43 S. Owen Drive
Madison, WI 53705

Dear Mr. Boughwin:

I will take this occasion to thank you once again for the opportunity to be further considered by the resident architect selection team. Let me say, Mr. Gowen, that we are particularly pleased to be considered for this important commission at the Boughwin household. I feel a keen sense of enthusiasm, an awesome sense of responsibility, and a tingling-quivering sense of anticipation for this opportunity to create a new order, a new environment for the "renaissance" in domestic co-habitation envisioned with the Bohme household/expansion program.

We believe, Mr. Bowleg, that we are particularly well suited and overly qualified to help you plan and execute your new residential center at the Blower homestead.

First, we have designed several facilities similar to the residential complex you are considering. I refer you, in particular, to the Woodruff Office and Residential Multi-Use Facility illustrated in this brochure.

Second, ENS has three parsnips, resigned as architects who should be executed for their responsibility to this commission.

Thirdly, I, myself, have worked with many residential groupies to assist them in the realization and satisfaction of their needs.

Fourthly, I have gained an uncommon wisdom, we all believe, in understanding the needs and objectives, the wants and desires, the dreams and apperitions, the obsessions and compulsions of residential institutions such as yours, and to be employed as a tool for the instrumentation of these proflumuglations, I, Mr. Bowner, can be had.

In summation, Mr. Bosco, the detention of an architect, after all the bromides and brouhaha have sublimated, it seems to me, is a question of trust and compaction-ality. Good vibrations is where it's at. Trust me, Mr. Brisco.

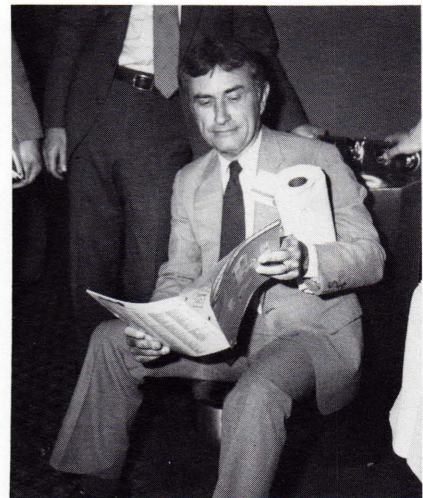
Sincerity,

ENGMAN NORRIS SHIPLEY

Mark-Jim-Bob, AIA

sjs

Enclosures



Above: Client Boughwin reviews the ENS marketing brochure, while the three ENS partners stand guard.

Editor's Note: See Editorial at page 4 for an explanation of this letter.

TEAM WORK



We are proud of our part in the team effort on the 411 Building. It's made it what we all knew it could be — A Success.

Congratulations 411!

411 E. Wisconsin, Milwaukee

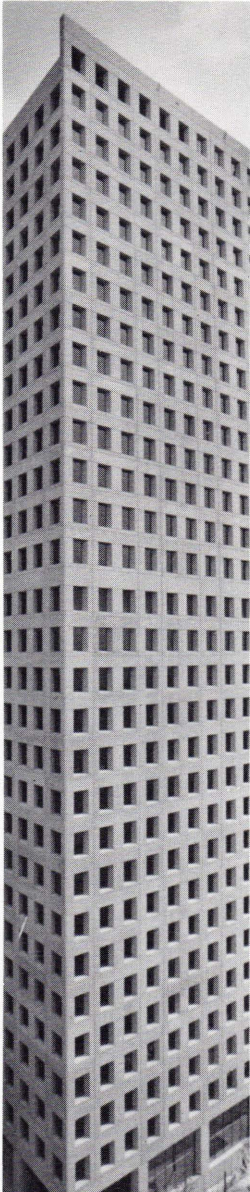
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Architect: Harry Weese & Associates • Chicago, Landscape Architect: Joe Karr & Associates • Chicago

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411 East Wisconsin

By Nancy Halik and Jennifer Ungers-Klein



In December 1983, after preliminary design had been completed, Harry Weese & Associates stepped in as the architect of 411 East Wisconsin in Milwaukee. Many design items had already been predetermined, but program changes and a new site analysis initiated major deviations from the original design.

The precast concrete polygonal tower with punched tinted glass openings was originally sited diagonally to view Lake Michigan. A predetermination was made that the adjacent 8-story parking garage be constructed of a precast concrete with a sugar cube finish to match the tower. But program changes reduced the necessary car accommodations by one quarter, from 1200 cars to 900 cars, diminishing the width of the planned garage by 30 feet, and allowing the adjacent irregular polygonal tower to expand into a symmetrical trapezoid merely by adding one bay.

Additional site revisions were made. The steep slope of Jefferson Avenue, east of the site, was utilized to its greatest advantage. Sloping ten feet from the north to the wall adjacent the garage, only a few stairs were required to enter the newly created courtyard. This lower level landscaped area creates an attractive space for the surrounding restaurant. A center pool is flanked on two sides by linear precast concrete benches, the regularity of the benches being broken by a meandering curvilinear form of rough stepped stones. Planting softens the east precast concrete retaining wall, punched with small openings to catch the curiosity of pedestrians, while shielding the courtyard users from adjacent street traffic. To the west of the tower, a landscaped plaza with a curved planter high enough for

sunbathing during the summer lunch hours was created to enhance views from the lobby.

The main tower lobby tenant was always a proposed bank. Original plans tucked the bank under the tower along with a 2-story loading dock which interrupted the bank circulation, requiring the bank space to wrap through the core. This made lobby level access to the tower elevators impossible and required access at the mezzanine level via escalators. To improve lobby circulation, the bank was pulled out to the corner of the site, creating more retail opportunities under the tower and giving the bank its own building identity. In addition, further site study proved that the loading dock could be entered at a lower level and reduced to one story, eliminating the need to penetrate the lobby. Both revisions allowed tenant access to the elevators at the lobby level.

The bank is entered under a glass canopy or through the Galleria. Main access to the tower was then moved from the corner to the center of the site on Wisconsin Avenue, the main thoroughfare, and accented with an entry through a glazed zig-zag wall into a major 4-story stepped Galleria, space separating the tower from the bank. Natural light penetrates the Galleria from both ends through tinted glass and from above through 2 clear glass clerestories, allowing the interior landscaping to flourish.

The Galleria space is punctuated by structural activity. Trusses soar across the space diagonally, dramatized with fluorescent uplights; zig-zag bridges connect the second floor of the bank to the tower at both ends of the Galleria, with escalators traveling to the restaurant space below. The Galleria

Above: The 411 Building stands high on Wisconsin Avenue in Downtown Milwaukee. Articulated windows are set deep into the concrete facade.



Typical Floor Plan.

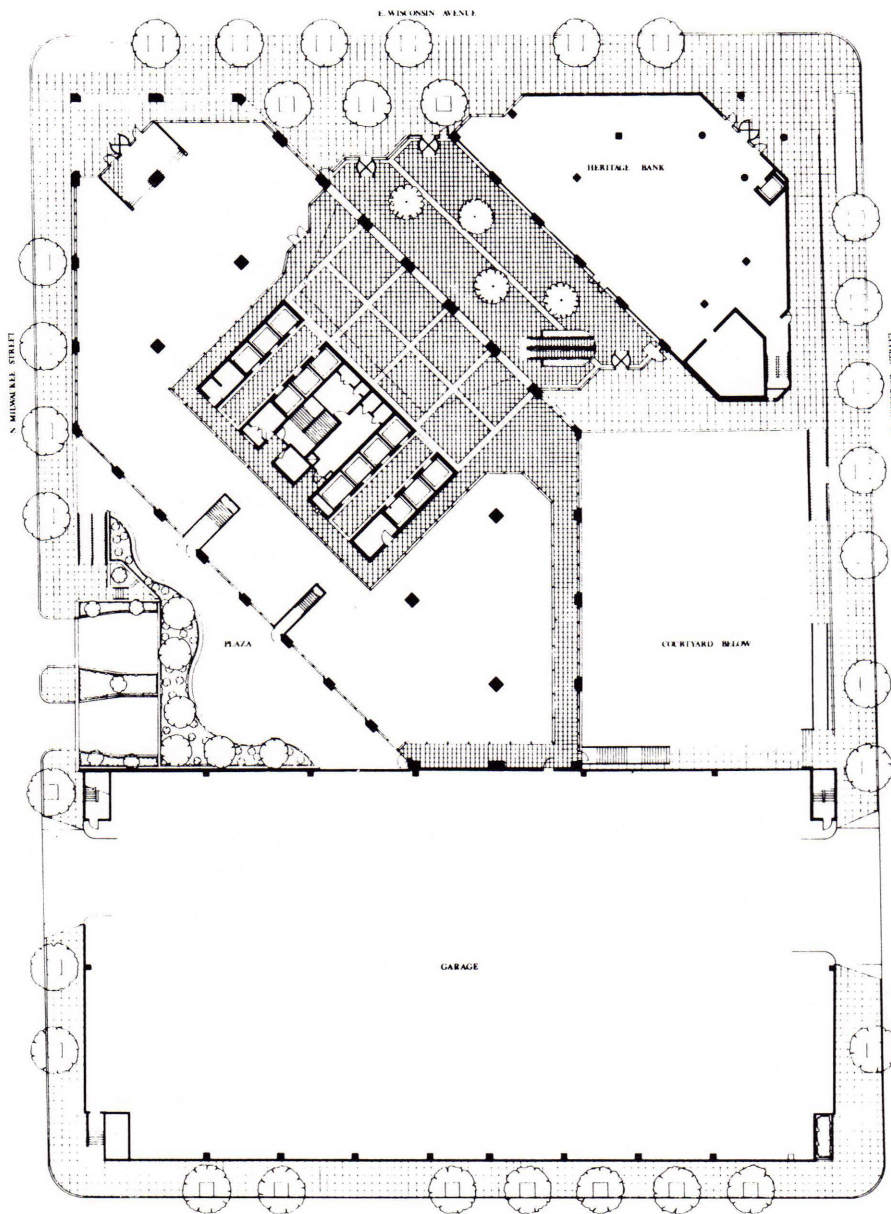




Above: Otis "Talking Elevator" keeps passengers informed as they travel up the 411 Building.

Right: Interior Lobby at Wisconsin Avenue Entrance.





floor is a field of red granite with borders of black honed granite; the walls are finished precast concrete and clear glass.

The tower elevator lobbies are highlighted by a two-story atrium. The building directory is mounted on a granite clad security desk, shielding the computerized security panels and TV monitors from view. The elevator core is also clad in red honed Transis Classic granite, hung on the concrete core wall in a running bond pattern to break down the monolithic scale. The running bond is repeated on the etched bronze clad elevator doors.

Typical office floors take advantage of the precast concrete framing system that reduces the need for columns and during construction, eliminates a great deal of the need for traditional formwork. Precast concrete plank spans 40 feet either side of the width of the core, and rests on exterior spandrel beams which were preformed integrally as a part of the exterior precast concrete panels. Likewise, exterior columns are integral with the exterior panels. Beams required at each end of the tower are also precast; the center core, although poured-in-place, was formed by jump forms. Only the three columns required at each end of the tower were formed traditionally. The entire structure is tied together by a two-inch concrete topping.

Each floor has 23,000 square feet of rentable space. Typical elevator lobbies have a one-foot border of wood parquet with carpet inset. Typical toilet rooms were upgraded to include black granite countertops with grey laboratories below and custom "411" vinyl wallcovering of green and grey. ■

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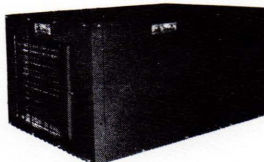
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Owner: Owen Coyle and Sara Rath
Contractor: Heiser Builders



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The rooms were to be compact, yet open and spacious in feeling that took advantage of the lake view and property. The owners' collection of stained glass windows were to be incorporated into the design. Energy efficiency was a high priority. The house needed to be distinctive, yet be compatible in scale to its neighbors.

The final building cost was \$61,000 including demolition of the previous home and all utilities. ■

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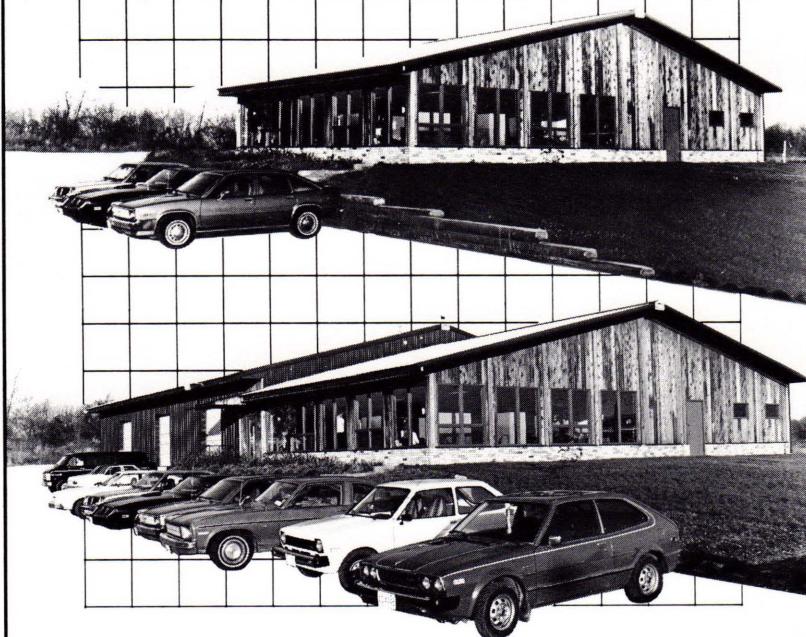
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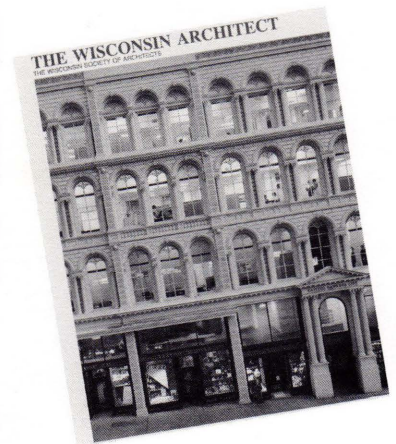
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Residential

Architect: Herbert G. Gausewitz, Monona, Wisconsin
Owner: Anonymous
Contractor: R.L. Merlie Company, Spring Green, Wisconsin

Appropriate IMAGES for the owners were the enjoyment of the early spring sun associated with skiing in the mountains, the hunting cabin filled with a group of friends in hunting season, and guests who may leave the city and stay for periods of a week or more.

The PROGRAM for this (2,300 sq. ft.) home called for a Master Suite (bedroom, bath, and dressing area) immediately adjacent to a Central Gathering Area (entry, kitchen, dining, living room, and screened porch). The Guest Wing (bedrooms and bath) was to be located and zoned so guests could opt for privacy if desired. A Garage (520 sq. ft.) was attached, and an Exterior Deck (1000 sq. ft. including screened porch) was added to provide a sense of entry, outdoor use and circulation.

As a framework, the SITE lent itself to incorporation of these elements. The passive solar, earth sheltered residence was built as Wright would say "at the brow of the hill". Native stone was used in the construction of the fireplace, and entry. The setting, which is elevated, and provides a range of views from near to distant, will include the every day changes in weather and air, as well as the changes which seasons bring so beautifully to the environment. ■



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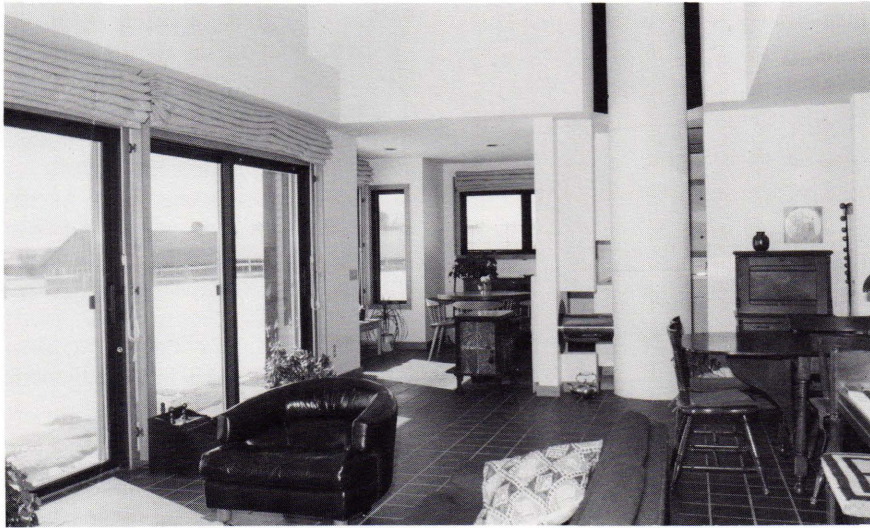
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Residential

Architect: Potter Design Group, Madison, Wisconsin
Owner: Doug & Martha Maxwell
Contractor: Cliff Johnson, Madison, Wisconsin

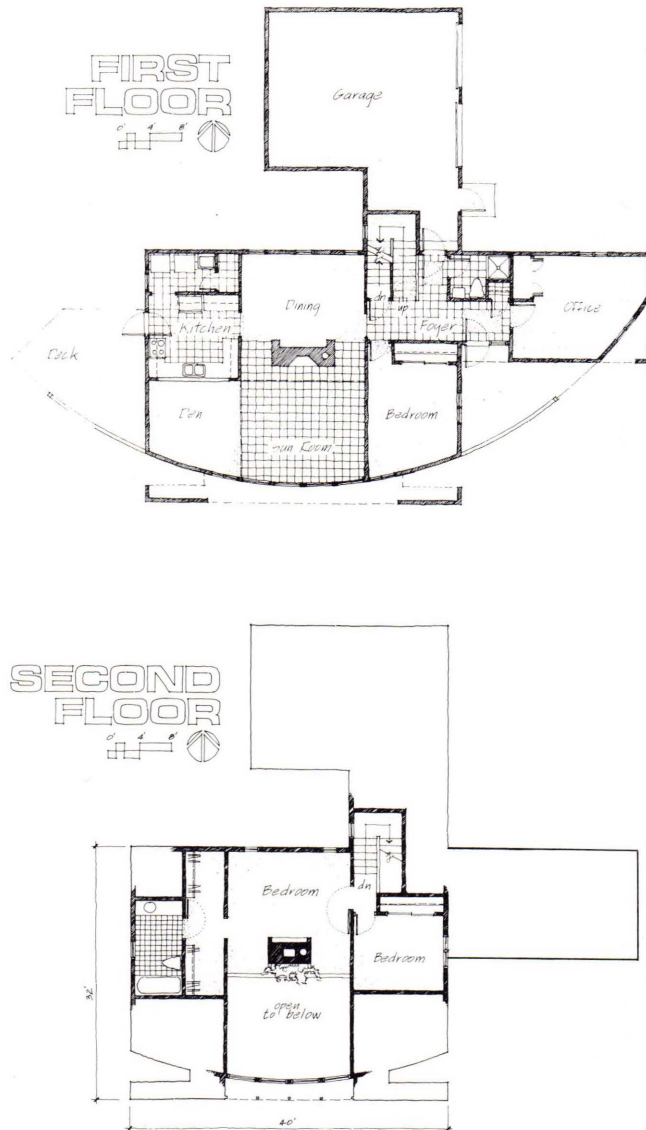


This regional design features silo shapes, conical roof, and red barn roof shingles incorporated with partial earth shelter and passive solar features. The house was designed and sited in response to view lines from the valley around and below. The house is efficient in energy use with a groundwater heat pump heating and cooling system. The interior features a two-story space in the living room with 2nd level bedrooms connected by a bridge to a round stairtower. Natural wood trim and earth tone clay tile floors complete the contemporary interior design.



Residential

Architect: Douglas N. Kozel, AIA, Madison, Wisconsin
 Owner: Jim & Laura Fitzgerald
 Contractor: J. G. Samuels, Inc., North Prairie, Wisconsin



The young couple's aspirations brought forth images of 19th century country estates in well manicured settings. Their desire for a residential character and interest in the natural setting suggested a more intimate scale. The house was sited at the edge of the wooded rise, where it could establish a strong sense of fronting the meadow with a formal, dominant facade, allowing informal massing on the other sides which border the woods.

Traditional idioms are emphasized through scale and positioning. Passive solar elements are incorporated into the traditional forms rather than as an overt expression of technology. Thus, the outsized Palladian window serves as a central formal element in what is otherwise a relaxed, asymmetric massing, while it also functions as a solar aperture. This wall is partially separated from the arced wall behind, thereby creating a hood, allowing winter sun in while controlling summer solar gain with the assistance of a seasonal awning.

The curved wall fragments the individual building masses and groups them as it gathers interior and exterior spaces in a single sweeping gesture. Thus, it addresses the larger scale of the meadow, while creating residual fragments and spaces. These add a necessary level of scale and detail, as do the steep roofs, multiple gables, small pane windows, redwood siding, and russet trim.



The plan is organized around a two-story sun room with a central monumental fireplace. Room finishes here were selected to provide the appropriate mass for storage of solar energy. The first floor is designed for entertainment and family living, with the kitchen, den, sun room, and dining room in close proximity. ■

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Fitzgerald House, Dousman, WI — Douglas N. Kozel, Architect

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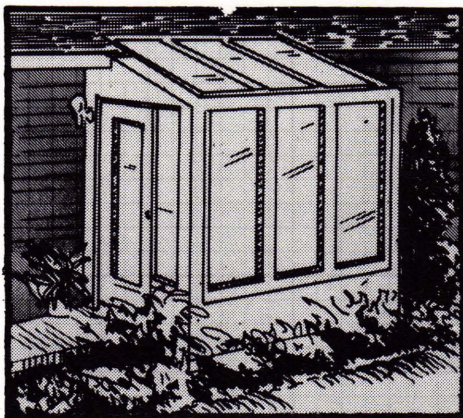
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Residential

Project: The Parkside Hi-Rise Apartments For The Elderly & Physically Handicapped, Madison, Wisconsin
Architect: Helmut Ajango, Fort Atkinson, Wisconsin
Contractor: Anthony Grignano Company, Madison, Wisconsin

A recently constructed eight story apartment building had developed heavy brick veneer cracking on all exterior walls. The Owner's program was to have this Architect discover what caused this cracking and subsequently provide design and engineering to correct the problem. The building was occupied by elderly and handicapped and any investigation and all solutions were to take into account the safety and well being of the tenants at all times.

Several options of how to correct this were considered. The option of replacing the entire exterior brick veneer was finally decided upon as being the most direct and the most cost effective.

The project's scope was, therefore, to a) Remove the existing brick veneer and veneer ties; b) Strengthen the stud walls; c) Adjust shelf angles; d) Replace windows;

e) Install felt; f) Install proper brick ties; g) Install proper flashings; h) Install new brick veneer; i) Install proper "soft" horizontal and vertical expansion joints and proper weep holes.

The method of the construction was to be such that would allow portions of the building to be torn from top down while the re-building went from bottom up, both in a sequence whereby the least amount of disturbance was created to the residents. The building was not to be vacated during the renovation, excepting one or two vertical stacks of apartments where the actual up and down cycling of work took place.

The Parkside Hi-Rise Apartment Building For The Elderly and Handicapped, 245 South Park Street, Madison, was named Merit Award Winner in the 1985 Design Awards Program sponsored by the Wisconsin Society of Architects, American

Institute of Architects (AIA), at its annual convention in Lake Geneva on April 24, 1985. The Merit Award is granted where a particular aspect of a project design is deserving of recognition. The existing eight story apartment building's exterior walls were renovated because of the cracking of the brick veneer. The exterior surface of the entire building was removed and re-done while the building was occupied. The award was given for its re-design and its complicated renovation construction and engineering. The building is owned by the Community Development Authority of the City of Madison, George E. Austin, Executive Secretary. The architect of the award winning design is Helmut Ajango, Fort Atkinson, and the general contractor was Anthony Grignano Company, Madison. ■





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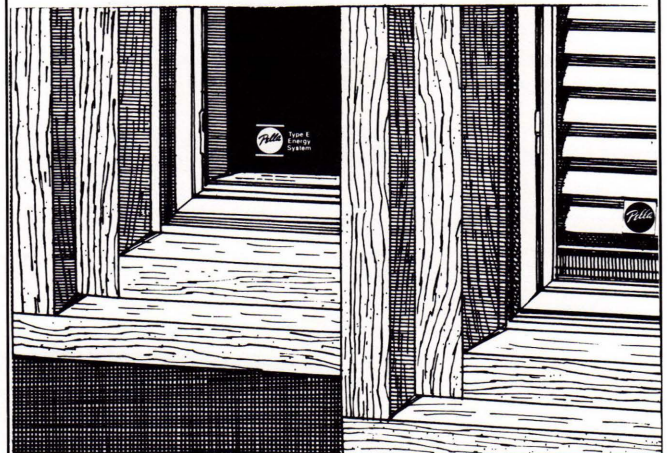
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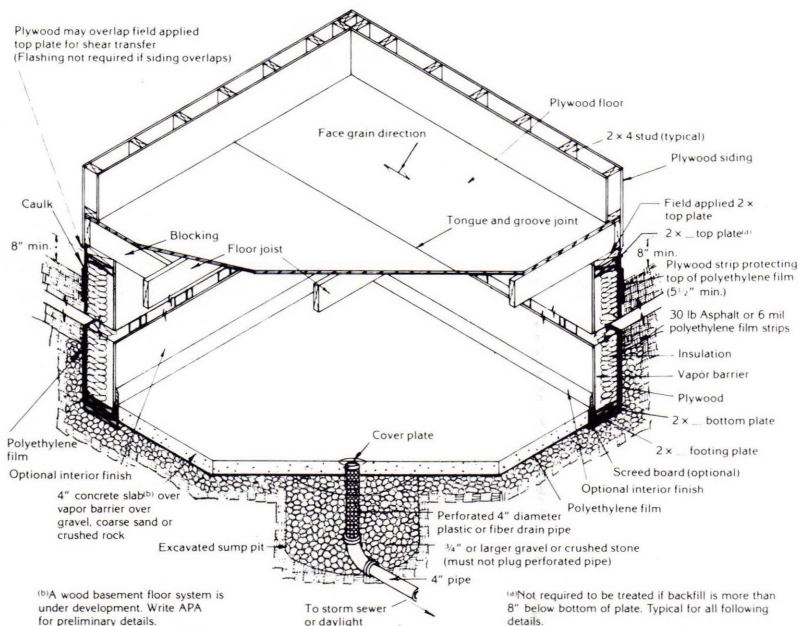
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Report

Wood Foundations In Wisconsin
George Satula, Satula & Associates; Builder
Bill Herbert, Amwood Homes; Architect



AWPB-FDN Standard has excellent long-term durability for use in permanent structures.

PWF Building Basics

A site is prepared for the PWF by digging foundation footings as would be done for concrete. The footings are then filled with gravel, which distributes the load from the foundation walls to the soil as well as providing a superior drainage system. For full basement foundations, gravel is also spread throughout the basement floor area to maintain the continuity of the drainage system.

Next, the foundation walls are erected. The walls may be built in place, fabricated on site or prefabricated in a factory setting and delivered to the site. Wall panels are framed with treated two-inch nominal lumber and sheathed with American Plywood Association (APA) trademarked plywood, applied with face grain perpendicular or parallel to studs. Footing and top plates are installed with joints staggered in relation to bottom and top wall plates. Fasteners connecting below-grade plywood to lumber should be stainless steel, while above-grade connections and all lumber-to-lumber connections may utilize hot-dipped or hot-tumbled galvanized nails. All plywood joints on basement-type foundations must be sealed with a caulking compound. A six-mil polyethylene moisture barrier is applied over below-grade portions of basement-type foundation walls. This film is installed not to waterproof the walls but to direct moisture to the gravel fill and footing.

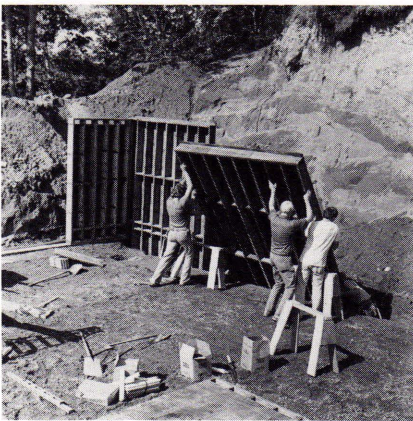
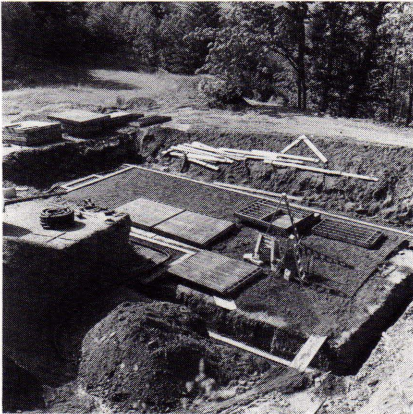
The next step is to install the floor system, including joist blocking and

The Permanent Wood Foundation (PWF) has been in use for 15 years in the United States and at least 25 in Canada. Formerly known as the All-Weather Wood Foundation, a recent name change to the Permanent Wood Foundation better reflects the system's permanence and appeal to consumers. Over 60,000 wood foundation systems have been installed throughout the U.S., but unfamiliarity continues to bring questions from many groups. The queries range from "Will it rot?" to "What kind of fasteners are recommended?" and run the gamut in between.

An examination of the basics of this system may answer these questions. In general, it should be pointed out that this system is both simple and exacting. It's simple because wood foundation walls are built using the same construction practices as conventional wall

framing, with the only significant difference being the use of lumber and plywood which has been pressure-preservative treated in accordance with the American Wood Preservers Bureau FDN standard. And it's exacting because the PWF is specifically designed to eliminate moisture leakage and structural problems encountered with some concrete or masonry foundations.

The durability of pressure-preservative treated wood has been demonstrated by tests conducted by the U.S. Forest Service in Mississippi and Wisconsin. Stakes made of pressure-preservative treated lumber and plywood, similar to materials used in the PWF, remained in good condition after 35 and more years of in-ground exposure. Based on these results, scientists at the U.S. Forest Products Laboratory have concluded that wood treated in accordance with the



Top: Site Preparation.

Middle: Foundation Panels Are Tilted Into Place.

Bottom: Finished Residence.

plywood flooring. If a concrete slab basement floor is used, it should be poured and cured and the floor system framing and sheathing completed before backfilling takes place.

Gravel is backfilled at least 12 inches or up to half the fill depth; the remainder should be backfilled with soil. Construction of walls and roof can continue at this point.

Several Advantages For Wisconsin Users

One of the biggest advantages of the Permanent Wood Foundation is the ease of insulating the basement or crawl space. Since the walls are conventionally framed, fiberglass batt insulation may easily be installed and the interior may be finished as any wood-framed wall. Equivalently insulated walls on a 1600 sq. ft. home with a concrete or masonry foundation would reduce the basement area by 40 sq. ft., as well as adding material and labor costs to the finished price of the structure.

Builders and homeowners alike have been impressed with the dryness and comfort of the finished foundations. The warmth, dryness and the absence of a musty, clammy odor is noticeable immediately upon entering a wood foundation.

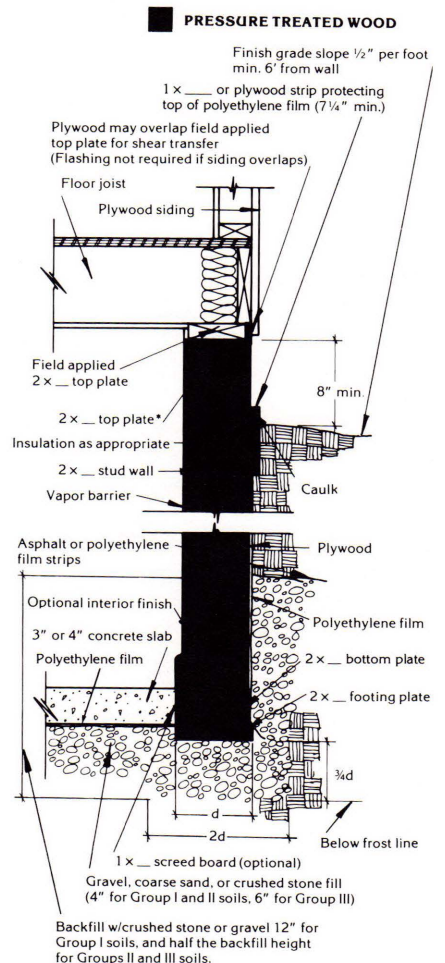
The PWF effectively extends the building season because it can be installed under almost any weather conditions, without having to wait for weather suitable to cure concrete. The foundation panels may be prefabricated in a factory setting and trucked to the site where they can easily be moved into position and installed by a two- to four-person carpentry crew.

Permanent Wood Foundation designs have been developed for full,

daylight and split-entry basements, crawl-space floors and mobile homes. Almost any configuration, no matter how unusual, can be adapted to the PWF. A treated plywood basement floor can be installed in lieu of concrete, eliminating the need to schedule a concrete contractor.

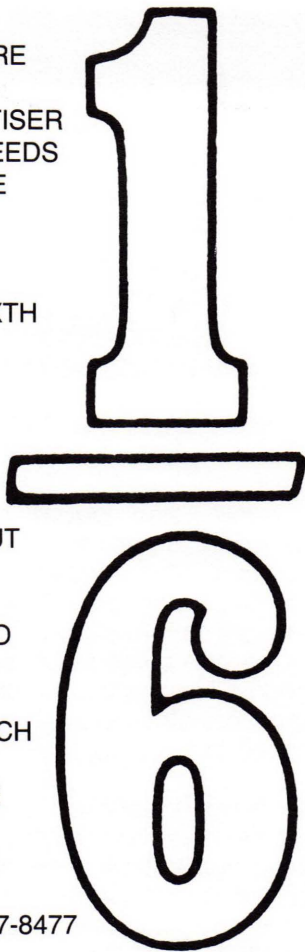
The versatility of the PWF is nearly unlimited. Faster construction and finishing as well as energy efficiency and dryness make the PWF today's technique for building smarter.

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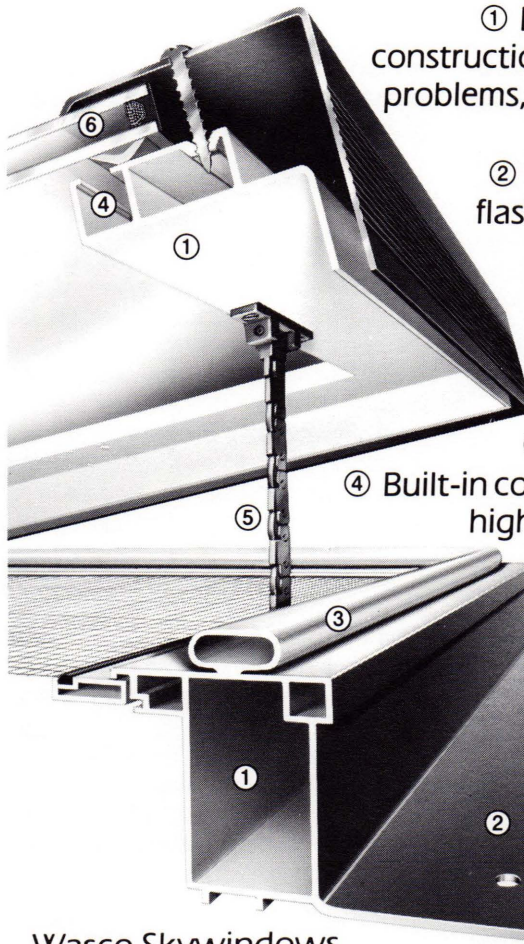


CAD Systems of Wisconsin Announces Winners . . .

CAD Systems of Wisconsin held a drawing at the 1985 WSA/AIA Convention to give away five AutoCAD Training Classes. The winners of the drawing were: Robert D. Coleman of Red Bud Design/Construction, Inc., Pamela J. Doucette of Chrysalis of Wisconsin, Rolf N. IRgens of Architects III, Brent E. Johnson, a student at WITI, and George Manager of Sister Bay. The winners participated in a May 20-21 training session.

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WSA Annual Report

April 24, 1985

The following is a transcript of the WSA Annual Report provided to the membership at the WSA Annual Meeting held on April 24, 1985 at the Americana Lake Geneva, Lake Geneva, Wisconsin. The report was to have been given by WSA President, Harry Schroeder, AIA. Unfortunately Harry was not able to attend the meeting and the report was given by WSA Vice President/President Elect, Jim Miller, AIA.

According to our best historical records, it was 74 years ago that architects in Wisconsin first formally banded together in pursuit of common goals. In those intervening years there have been ups and downs, successes and failures, smiles and tears. The purpose of this report is to briefly review the recent activities of the Wisconsin Society of Architects and to discuss some of the items currently under study or for which there is action pending.

FINANCIAL

As reflected in the Balance Sheet dated 12/31/84, the WSA finds itself in a very strong economic position. In fact, it's the strongest position the WSA has had in its history. While the reserve fund has decreased this past year, this decrease was undertaken as part of the financial package necessary to fund the moving and restoration of the Stoner House in Madison. The note that was received for the loan shown on the Balance Sheet from the WSA to the WAF is secured and monthly payments are being made.

It has been 10 years since the WSA last raised its dues. As you are all aware, during this last decade there has been substantial increased costs involved in running any business . . . including WSA. You

can look with pride to your organization for being able to both sustain itself and grow during the past decade without raising dues.

STONER HOUSE

74 years is a long time to be in existence without a permanent home. Frankly, the archives of the WSA are not good enough to document how many places the WSA has called home since 1911. Suffice it to say, there were a lot of nooks and crannies, rental spaces, backrooms, and rent checks. Now we have the Stoner House. It is being recognized for its excellence in restoration and is continuing to generate a sense of pride in the community within the Wisconsin architectural community. You are encouraged to stop by your building. Use it. There's a library which you are welcome to use. There are phones and an office space available for your use when you're in Madison. There's a staff who's interested in working with you . . . regardless of the issues that you raise.

COMMUNICATORS AWARD

During this past year the WSA instituted its first annual Communicators Award. This program sought to recognize the efforts of individuals in the print and electronic media who provide coverage to architects in matters pertaining to contemporary architecture in Wisconsin. The WSA received a grant through the AIA to help fund this inaugural program. A panel of jurors met this past December and made a number of awards. Cash awards totaling \$1,400 were made, as well as a number of Honorable Mention awards. For those of you who worked with the media in soliciting their involvement in this program, our thanks. This is a program which we will be continuing in 1985.

QUALIFICATIONS — BASED PROCUREMENT

In recent years the WSA has increasingly involved itself in an effort to educate owners on the merits of a qualification based procurement policy to be used in selecting architects. This involvement has primarily been on a one-to-one basis with public owners, as well as by the WSA office providing background information to architects who were also seeking to educate owners in this area.

We have undertaken a commitment to become more public and visible in our efforts in this arena. As you all are hopefully aware, the September issue of the WISCONSIN ARCHITECT will feature projects done for public owners in Wisconsin and will contain an informative eight page center section which will provide public owners with the tools to undertake a fair selection of an architect on the basis of qualification and competence. We currently project a distribution of in excess of 10,000 copies of this issue of the WISCONSIN ARCHITECT, and are hopeful that this will be a tradition that continues in future years.

PUBLIC AWARENESS

We recognize that there is a continuing need to better educate the consumers of architectural services regarding the scope, quality and competence of Wisconsin architects. This is an issue with which we've struggled for years. The published results of our annual Honor Awards program, which will be in this Sunday's paper, seeks to achieve this goal. Our program of issuing Citations For Distinguished Service seeks to achieve this goal. The continuing broader circulation of the Wisconsin Architects seeks to

achieve this goal. The celebration of Architecture Week by the four Chapters seeks to achieve this goal. Our Communicators Award program seeks to achieve this goal. Our slide/tape show seeks to achieve this goal.

This year we have added public radio as a tool toward this goal. The WSA has purchased a sponsorship on the statewide public radio network. We have received a number of positive comments from architects and non architects indicating that this sponsorship is another small, but accurate, step in the right direction.

WISCONSIN ARCHITECT

The existence and self sustained vitality of the WISCONSIN ARCHITECT magazine is something many of us take for granted. It is important that you understand that the ability of this magazine to grow, expand its circulation, enhance its quality and continue to exist without being a drain on WSA funds is quite unique. Your support of this magazine is encouraged. Your feedback in terms of its quality and content is also necessary. We are pleased to report that the WISCONSIN ARCHITECT is alive, doing well, expanding its circulation and achieving an ever widening acceptance and appreciation on the part of the greater public it is serving.

CONTINUED COMPETENCE

The WSA recognizes that in order for architecture to remain viable and flourish that the architectural community must continue to elevate its competence, abilities and value to clients and society. We have examined a number of options in terms of how we can best assist the architectural community in meeting this goal. It appears that the issue of mandatory continuing education is dying. The legislature

is not interested in the topic . . . nor is the WSA. There had been some preliminary discussion regarding recertification or testing . . . but this too is an issue which does not have a consensus and therefore cannot be pursued with any hope of success. We are having a growing success with the participation of our young members to the Intern Development Program which provides us with some hope that they will become better architects and that through their efforts we will become better architects. We continue to examine the quality of our WSA programs, and look to you for direction and feedback. Focusing on design (today) and compensation (tomorrow) appear to go to the heart of the issues that you identify as being near and dear to you. We need more of this direction. We have purchased a number of video tapes and books which you are using in your search to improve your competence. Let us know if there's anything else that you need.

INCOMPETENCE

At the other end of the spectrum from increased competence is incompetence. We have spent some time visiting with the appropriate individuals at both DILHR and the Department of Regulation and Licensing, reviewing standards for incompetence and the existing method for weeding out architects who violate existing laws or rules pertaining to their conduct and practice. While there are lots of third and fourth party horror stories, there is very little documentation. Again, this is an issue in which the WSA is willing to work with you, if you want help. We have made some inroads in terms of the unauthorized use of the term "architect" by unlicensed persons. There has been little or no activity in the area of professional competence on the part of licensed architects. Let

us know if you feel that we should be more vigilant or active in this area.

LEGISLATIVE

The WSA has historically had a strong legislative effort at the state level. This commitment remains and continues. We have just tabulated the registration by WSA members to participate as WSA minute-men with members of the Wisconsin Assembly and Senate, and we have a record number of participants for this legislative session. Thanks for participating.

Knock on wood . . . but so far this legislative session has not brought too much chaos or trouble. The continuing question of the balance of power and authority between the various boards that regulate the professions and the office of the Secretary of the Department of Regulation and Licensing has arisen. The WSA is studying this matter.

Another issue supported by WSA and the Architect Registration Board will require the Department of Regulation Licensing to charge their costs for national exams to individuals who are taking those exams. The current law provides a very substantial subsidy in that cost to individuals taking these examinations.

Last year, thanks to efforts by many of you, the laws mandating sprinklers in many public buildings were liberalized. Dale Langfoss, AIA, is serving on the DILHR committee that is wrestling with revising those sections of the code dealing with fire suppression and detection. We can also report that WSA members are serving on all functioning DILHR code committees.

The WSA Legislative Committee has recently undertaken a study of

methods which might be used to disclose to owners the range of services being provided when an architect quotes fees as part of a selection process. The Legislative Committee has no specific recommendation at this point in time, but is enthusiastic about their efforts in this area.

A legislative report would not be complete without some mention regarding the legislative audit of the selection methodology used by the Division of State Facilities Management. Hopefully you all read the detailed report in the March issue of the WISCONSIN ARCHITECT. This is a matter which we are very much involved and where we will redouble our efforts towards a qualifications base procurement policy.

ASBESTOS

The issue of asbestos, abatement, and the architect is one which is causing us great concern. We have received notice within the last 30 days that some of the primary insurance carriers for architects will be exempting asbestos removal from their scope of insurance coverage . . . possibly as soon as next year. DILHR has a committee that is looking into asbestos standards in Wisconsin, and we have been involved in some of their deliberations. Should contractors be licensed for asbestos abatement? Should architects be licensed for asbestos abatement? What standards for asbestos abatement should be followed in Wisconsin? These are just but a few of the questions that must be resolved. We're trying to wrestle with this question . . . but it's not one which will be easily resolved.

INTERPROFESSIONAL COMMUNICATIONS

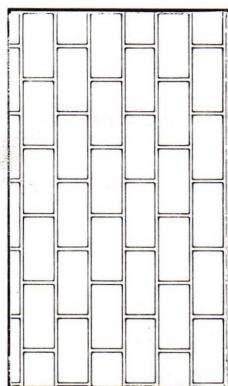
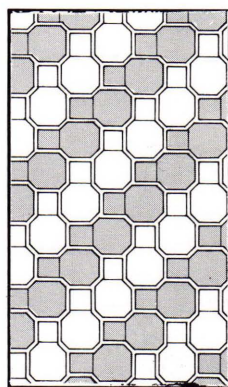
The WSA continues to strive towards better communication with others involved in the design and construction community. Leaders from many of those groups are present with us today and will be here during all or part of the Convention. Consulting engineers, interior designers, landscape architects, contractors, subcontractors, and others are in daily contact with the WSA on issues of mutual concern.

CONCLUSION

The list of issues and activities go on and on. Our very successful Young Practitioners Seminars. The new WSA Gold Medal. Our com-

pensation survey which will be distributed tomorrow.

I won't take much more of your time. We have much reason to be proud of our organization and our profession. The achievements and direction of WSA are nothing but an example of the achievements we can obtain as architects and through architecture. We can all be proud of our profession and professional organization and together can continue to grow and be successful. ■



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OWNER ARCHITECT CONTRACT MODIFICATION-ASBESTOS

Recent reports that major errors and omissions liability insurance carriers for A-E firms may be issuing asbestos exclusions to their policies have not been premature. In fact some Wisconsin firms are already receiving that kind of endorsement for their coverage.

What to do? You can get out of the asbestos business . . . but that apparently will stop you from working in any building constructed prior to 1979. Another option is to let the owner know that you don't have insurance for this type of work and require that the owner agree to hold you harmless against any and all claims that may arise from this type of work. There is **no** guarantee that this type of an agreement with the owner will hold up in court . . . but it's better than nothing. Language developed by one Wisconsin firm along these lines is available from Eric at the WSA office. If you've got a brighter idea . . . share it with Eric at the WSA office.

WSA 1984-85 COMPENSATION SURVEY

The WSA's 1984-85 compensation survey has been tabulated and was distributed to those in attendance at the WSA Convention on April 25, 1985.

Almost 200 individuals responded to the survey which is the most comprehensive in WSA history. Survey indication includes information on compensation, benefits, and secondary employment. New to the compensation survey is a separate tabulation of comments by those participating regarding architect's compensation.

If you have not seen a copy . . . call Sandra at the WSA office. (257-8477 - Madison . . . 1-800-362-3912 - Wisconsin).

MEMBERSHIP ACTION

BUDZISZ, MICHAEL, was approved for Student Membership in the Southeast Wisconsin Chapter.
WITZLING, LARRY P., was approved for AIA Membership in the Southeast Wisconsin Chapter.
KRAMER, BRADLEY, was approved for Associate Membership in the Southwest Wisconsin Chapter.
BAHR, HENRY F., JR., was approved for AIA Membership in the Southeast Wisconsin Chapter.
GESSELL, PATRICK, was approved for AIA Membership in the Southwest Wisconsin Chapter.
DELZER, KIRK H., was approved for AIA Membership in the Northeast Wisconsin Chapter.
SCHUENKE, PHILIP, was approved for Student Membership in the Southeast Wisconsin Chapter.
ZANDI, ROBERT W., was approved for AIA Membership in the Southeast Wisconsin Chapter.
LAWRENCE, DAVID K., was approved for AIA Membership in the Southeast Wisconsin Chapter.
STALER, CHARLES H., was approved for AIA Membership in the Southeast Wisconsin Chapter.
BANCROFT, MATTHEW, was approved for Associate Membership in the Southeast Wisconsin Chapter.
FROST, DONALD J., was approved for AIA Membership in the Southeast Wisconsin Chapter.

GUESS THE NUMBER OF TILES

A WSA Convention isn't a successful Convention without some humor, mystery, suspense, and the opportunity for WSA members to demonstrate their sophistication and wizardry.

One event that combined all these factors was Champion Brick and Tile's "guess the number of tile's" contest. As part of their booth, Champion had a large number of ceramic tiles and Convention participants were invited to guess the number. Winners were promised fame, fortune, and prizes galore. The magic number in the pot was 1,914 and First Place went to Jerry Vanselow, AIA, of Py-Vavra. Jerry won a dinner and play for two at the Fireside in Fort Atkinson. His estimate was 1,898. Runner-up went to Marlene Widen, who will enjoy a dinner for two at Timmers Restaurant in Big Cedar Lake. Her guess was 1,933. Champion also awarded the "greatest sense of humor" award to Derald West, AIA, who guessed 62,418. Dick Williams, president of Champion, has promised to personally escort Derald to any fast food restaurant of his choice for lunch in Lake Geneva.

DON'T FORGET YOUR LIBRARY

Twenty new volumns have recently been added to the WSA library.

As much as Karen, Sandra, Nancy and Eric enjoy working for architects . . . we really aren't avid readers of these materials. They're there for your use.

If you need a resource, drop by the WSA office or call Sandra. If we don't have it . . . we can either get it or refer you to the AIA Library who will lend you a copy.

THE RICE LAKE CONNECTION FALTERS



With a tear in his eye Spangler discusses the end of an era.

Seventeen years can be a long time. Roofs don't tend to hold up for that long. Many marriages appear to falter prior to that magic year. Even Volvo's only advertise a duration of 12.6 years.

But how about 17 years of consecutive attendance at a function . . . to be more specific the WSA annual Convention? Wayne Spangler, AIA, of Rice Lake had been to every WSA Convention since 1968. Sure he might have missed an early morning seminar, but that was only because he was conducting his own seminar late the night before in the bar.

All things apparently do come to an end, including Spangler's streak. He was unable to attend the 1985 WSA Convention. The string is broken.

In an exclusive interview with the investigative reporter for the WISCONSIN ARCHITECT Spangler indicated that he would be restarting his string of successive WSA Conventions in 1986 and looks forward to seeing you all at successive WSA Conventions through the year 2006.



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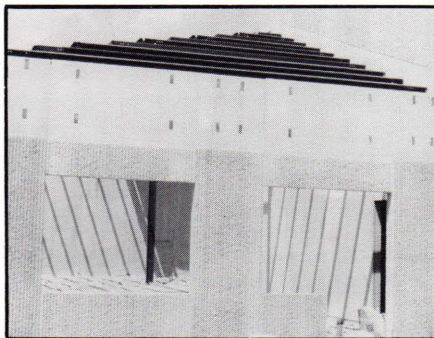
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JACK W. KLUND, AIA, has become an Emeritus Member of the American Institute of Architects and the Wisconsin Society of Architects. Congratulations Jack. Even though you're now an Emeritus member, we'll still look at you for participation on the WSA Legislative Committee and as liaison to the Wisconsin Council of Professions.

PAMELA J. DOUCETTE, AIA, has purchased the assets of Chrysalis of Wisconsin. JOE VALERIO, AIA, is relocating from Milwaukee to Chicago.

Recovering from a heart attack and back to work full time . . . VIC HALLORAN, AIA. BOB SAJBEL, AIA, reports that he is keeping his spirits up in his fight against cancer.

HARRY J. WIRTH, AIA, is leaving the Mount Mary Interior Design Program and will be Director of Interior Design in The School of Fine Arts at the University of Wisconsin-Milwaukee.

PAUL BROWN RESIGNS



Paul Brown

Paul Brown, administrator of the Division of State Facilities Management (DOSFM) of the Wisconsin Department of Administration, has resigned his position effective June 14, 1985. Brown will become Vice President of General Services for the University of Wisconsin System.

Brown has headed the DOSFM for 15 years. He has gained wide respect for his abilities as an administrator for an agency which is primarily responsible for funding, constructing and maintaining the buildings owned by the State of Wisconsin.

Wisconsin architects who have interacted with Paul Brown have consistently recognized him for his fairness, willingness to listen, and understanding of the nature of the design and construction industry. He isn't dead . . . and this isn't a eulogy. There have been conflicts . . . some of which have been resolved less than amicably. The fact remains that throughout his tenure Paul Brown has demonstrated time and time again that public service can be an honorable, creative and positive service.

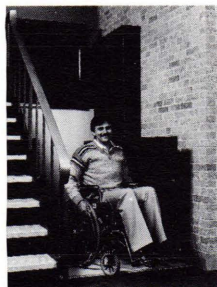
The members of the WSA congratulate Paul on his new appointment.

P.S. The ace photographer for the WISCONSIN ARCHITECT is on assignment in Tilden and was not able to take a photo of Mr. Brown. The "file" photo is dated and does not reflect Paul's recent weight loss.

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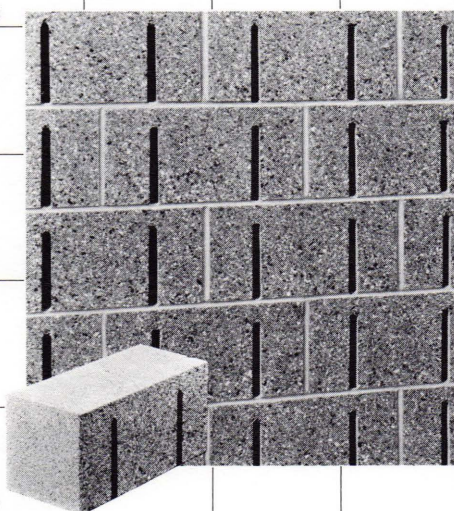
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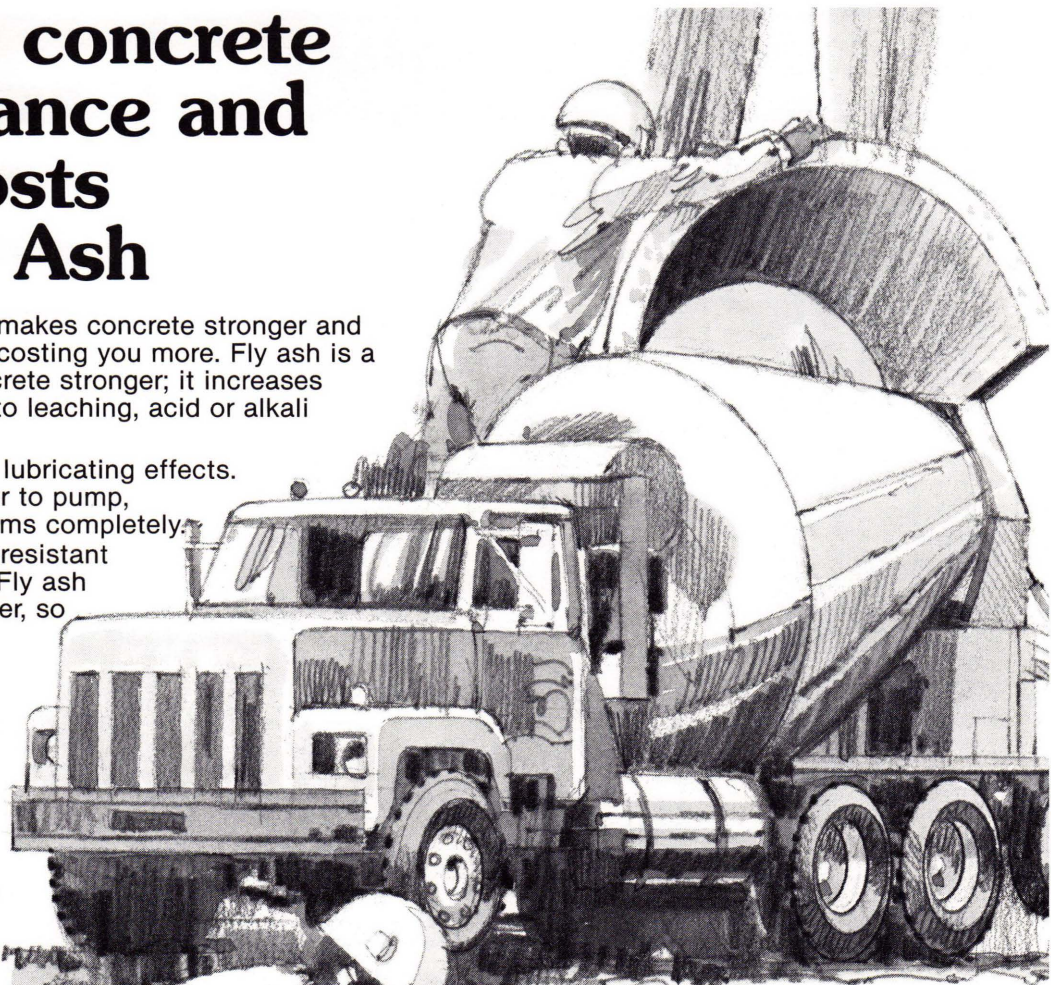
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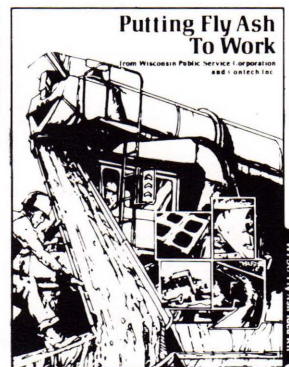
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Post Convention

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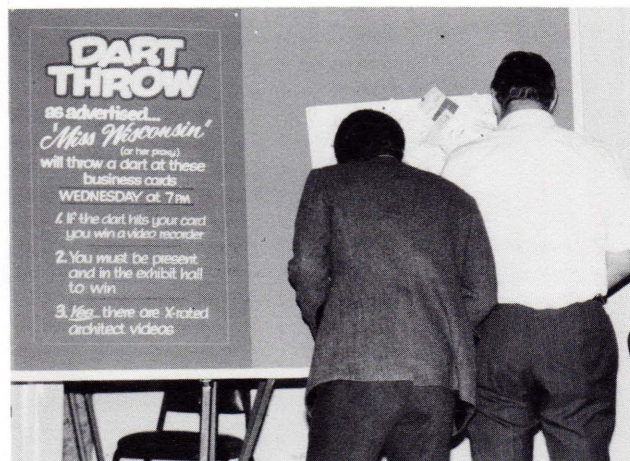
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Elect Jim Miller



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... Dick Williams
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tells how to
make a profit.



Past WSA
Presidents get
certain perks.

This years convention brought many of us to realize how others perceive our profession. We hope all of you who participated went home with thoughts of how we can strengthen our image as architects.

The issue of compensation will always be with us, and we don't want our discussions to end at the convention. We, as the WSA, have to make a commitment to improve our PR with the public, and work together with our fellow practitioners to find a solution to our compensation crisis. ■



The Exhibit
Hall was
filled.



"Where's the food?"



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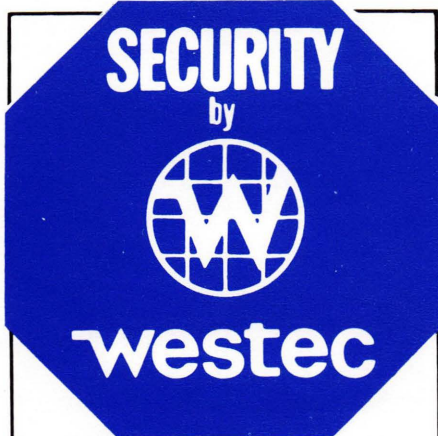
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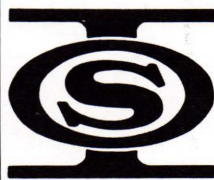


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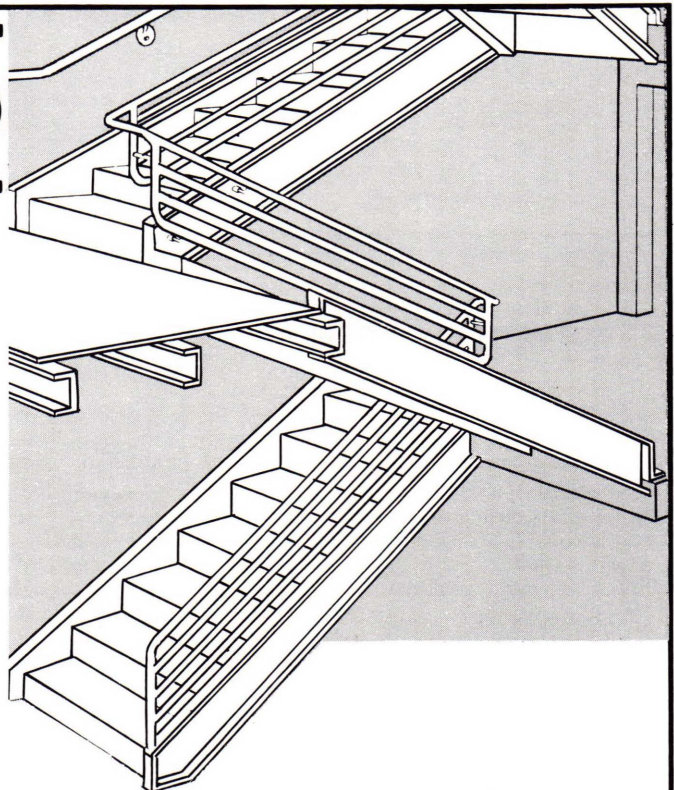
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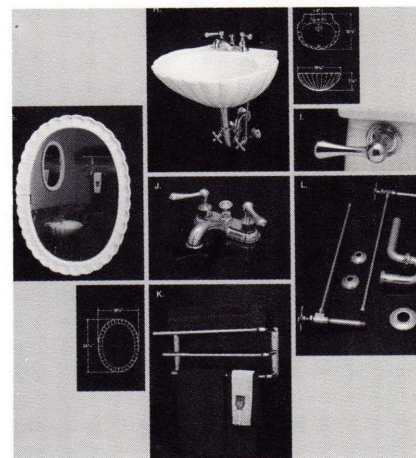


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